

TO: Distribution

DATE: July 1, 1991

FROM: Thomas Saloun

SUBJECT: Pyramid \$2 Couponing in Kentucky

After receiving a report from Field Sales of \$2 couponing on Pyramid in Kentucky, a coupon distribution check was conducted in Louisville, Lexington and Bowling Green to determine the extent of this activity.

- Eighty-three stores were visited, and Pyramid was found in 61.
- Two of the 61 stores carrying Pyramid had \$2 coupons.
 - This compares to one store with a \$1 coupon, and one with a lighter.
 - It appears that Pyramid may be couponing in reaction to \$1 couponing of Bristol and Raleigh Extra, or to aggressive Doral couponing in the area. (32% of all supermarkets in the area, as well as one of the two Pyramid \$2 stores, had \$4.00 Doral coupons the week ending 5/12.)
 - Nationally, Pyramid's coupon incidence of 6% is also relatively less than other sub-generics: during the four weeks ending 6/2, Bristol and Montclair averaged 13% and 17% coupon incidence, and Raleigh Extra's was 41%.

This check will be repeated if there are any indications of a change in this activity.

KENTUCKY.DOC

Distribution:

R. Anise	J. Kiernan	J. Scully
D. Beran	N. Lund	R. Simons
S. Bloom	M. Mahan	L. Suwarna
D. Dangoor	E. Merlo	M. Szymanczyk
S. Fuller	R. Mikulay	R. Tomei
E. Gawronski	M. Moore	B. Weinstein
A. Goldfarb	B. O'Brien	L. Wexler
C. Johnson	S. Sabella	



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